

Public Service Announcement Rubric - White Desert National Park/ Protectorate

CATEGORY	4	3	2	1
Content	Students create an original, accurate and interesting PSA that adequately addresses the issue.	Students create an accurate PSA that adequately addresses the issue.	Students create an accurate PSA but it does not adequately address the issue.	The PSA is not accurate.
Uses Regulation or Motto as the basis	The PSA uses a regulation or the Park motto as the basis for their poster. All text is original and not copied from any other ad.	The PSA uses a regulation or motto as the basis for their poster. The text is not original.	The PSA does not use the regulation or motto as a basis for the poster. The text is original	The PSA does not use the regulation or motto as the basis for the poster. The text is not original.
Paper Size and Use of Color	Uses 8 1/2 X 11 paper and the poster is in color.	Uses 8 1/2 X 11 paper but the poster is not in color.	Does not use 8 1/2 X 11 paper but the poster is in color.	Does not use 8 1/2 X 11 paper and the poster is not in color.